

### **Coldwell Banker Commercial Southwest**

Shelby Inn
5072 Voelkel Ln,
Fayetteville, TX, 78940 Site Type: Ring

Latitude: 30.020652 Longitude: -96.59766 Radius: 1 Miles

Top Tapestry Segments: Prairie Living	100.0%	Demographic Summary Population Households Families Median Age Median Household Income		2009 87 33 24 40.5 \$52,222	2014 96 36 26 42.8 \$52,129
		Spending Potential	Average Amount		
		Index	Spent		Total
Apparel and Services		51	\$1,279.42		\$42,221
Men's		51	\$246.73		\$8,142
Women's		44	\$379.21		\$12,514
Children's		58	\$237.64		\$7,842
Footwear Watches & Jewelry		39 75	\$169.45 \$160.48		\$5,592 \$5,296
		75 85	\$85.88		\$2,834
Apparel Products and Services <sup>1</sup>			φοσ.σσ		Ψ2,004
Computer			<b>*</b>		<b>A-</b>
Computers and Hardware for Home Use		77	\$152.97		\$5,048
Software and Accessories for Home Use		78	\$22.09		\$729
Entertainment & Recreation		92	\$2,988.30		\$98,614
Fees and Admissions		56	\$349.39		\$11,530
Membership Fees for Clubs <sup>2</sup>		54	\$91.39		\$3,016
Fees for Participant Sports, excl. Trips		61	\$67.91		\$2,241
Admission to Movie/Theatre/Opera/Ballet		59 67	\$89.42		\$2,951 \$4,207
Admission to Sporting Events, excl. Trips		67	\$39.30		\$1,297
Fees for Recreational Lessons Dating Services		47 73	\$60.79 \$0.58		\$2,006 \$19
TV/Video/Sound Equipment		80	\$0.56 \$967.91		\$31,941
Community Antenna or Cable TV		87	\$630.24		\$20,798
Televisions		63	\$102.55		\$3,384
VCRs, Video Cameras, and DVD Players		85	\$21.55		\$711
Video Cassettes and DVDs		84	\$49.85		\$1,645
Video Game Hardware and Software		74	\$32.36		\$1,068
Satellite Dishes		173	\$1.97		\$65
Rental of Video Cassettes and DVDs		77	\$33.91		\$1,119
Streaming/Downloaded Video		36	\$0.39		\$13
Sound Equipment <sup>3</sup>		63	\$91.33		\$3,014
Rental and Repair of TV/Radio/Sound Eq	uipment	56	\$3.82		\$126
Pets		117	\$513.09		\$16,932
Toys and Games <sup>4</sup>		78	\$101.82		\$3,360
Recreational Vehicles and Fees <sup>5</sup>		185	\$654.76		\$21,607
Sports/Recreation/Exercise Equipment <sup>6</sup>		79	\$156.52		\$5,165
Photo Equipment and Supplies <sup>7</sup>		94	\$109.79		\$3,623
		83	\$135.09		\$4,458
Reading <sup>8</sup>					
Food		84	\$6,607.85		\$218,059
Food at Home		87	\$3,982.45		\$131,421
Bakery and Cereal Products Meat, Poultry, Fish, and Eggs		90 85	\$547.15 \$912.73		\$18,056 \$30,120
Dairy Products		94	\$478.48		\$15,790
Fruit and Vegetables		81	\$633.58		\$20,908
Snacks and Other Food at Home <sup>9</sup>		89	\$1,410.55		\$46,548
Food Away from Home		79	\$2,625.36		\$86,637
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Alcoholic Beverages		66	\$378.42		\$12,488 \$13,303
Nonalcoholic Beverages at Home		90	\$405.82		\$13,392



### **Coldwell Banker Commercial Southwest**

Shelby Inn 5072 Voelkel Ln, Latitude: 30.020652 Longitude: -96.59766

Fayetteville, TX, 78940	Site Type: Ring		Radius: 1 Miles
	Spending Potential	Average Amount	
Financial	Index	Spent	Total
Investments	110	\$1,583.70	\$52,262
Vehicle Loans	100	\$5,357.79	\$176,807
Health		. ,	, ,
Health Nonprescription Drugs	130	\$135.76	\$4,480
Prescription Drugs	109	\$600.76	\$19,825
Eyeglasses and Contact Lenses	97	\$73.24	\$2,417
Home			
Mortgage Payment and Basics <sup>10</sup>	69	\$6,326.48	\$208,774
Maintenance and Remodeling Services	62	\$1,311.03	\$43,264
Maintenance and Remodeling Materials <sup>11</sup>	126	\$521.30	\$17,203
Utilities, Fuel, and Public Services	90	\$4,061.03	\$134,014
Household Furnishings and Equipment			
Household Textiles <sup>12</sup>	81	\$111.82	\$3,690
Furniture	62	\$396.82	\$13,095
Floor Coverings	58	\$50.36	\$1,662
Major Appliances <sup>13</sup>	95	\$288.48	\$9,520
Housewares <sup>14</sup>	66	\$62.03	\$2,047
Small Appliances	89	\$30.52	\$1,007
Luggage	72	\$7.30	\$241
Telephones and Accessories  Household Operations	53	\$23.88	\$788
Child Care	57	\$252.88	\$8,345
Lawn and Garden <sup>15</sup>	106	\$436.97	\$14,420
Moving/Storage/Freight Express	94	\$50.30	\$1,660
Housekeeping Supplies <sup>16</sup>	89	\$646.52	\$21,335
Insurance Owners and Renters Insurance	95	\$450.39	\$14,863
Vehicle Insurance	85	\$1,055.79	\$34,841
Life/Other Insurance	93	\$449.58	\$14,836
Health Insurance	101	\$1,929.39	\$63,670
Personal Care Products <sup>17</sup>	80	\$314.67	\$10,384
School Books and Supplies <sup>18</sup>	71	\$79.88	\$2,636
Smoking Products	122	\$539.15	\$17,792
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Transportation	89	\$4,269.42	\$140,891
Vehicle Purchases (Net Outlay) <sup>19</sup> Gasoline and Motor Oil	100	\$2,751.06	\$90,785
Vehicle Maintenance and Repairs	89	\$831.58	\$27,442
Travel			
Airline Fares	56	\$237.70	\$7,844
Lodging on Trips	78	\$327.39	\$10,804
Auto/Truck/Van Rental on Trips	54	\$20.18	\$666
		****	<b>.</b>

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

80

Source: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Food and Drink on Trips

\$353.82

\$11,676



#### **Coldwell Banker Commercial Southwest**

Shelby Inn 5072 Voelkel Ln, Favetteville, TX, 78940 Latitude: 30.020652 Longitude: -96.59766

Fayetteville, TX, 78940 Site Type: Ring Radius: 1 Miles

<sup>1</sup>Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>Sound Equipment includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>Reading includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

15 Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>School Books and Supplies includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



### **Coldwell Banker Commercial Southwest**

Shelby Inn
5072 Voelkel Ln,
Fayetteville, TX, 78940
Site Type: Ring

Latitude: 30.020652 Longitude: -96.59766 Radius: 3 Miles

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Top Tapestry Segments:		Demographic Summary		2009	2014
Prairie Living	62.1%	Population		400	432
Rooted Rural	37.9%	Households	168		182
		Families		120	128
		Median Age	<b></b>	43.3	44.5
		Median Household Income	\$42	2,057	\$45,690
		Spending	Average		
		Potential	Amount		
		Index	Spent		Total
Apparel and Services		47	\$1,177.04		\$197,743
Men's		46	\$223.45		\$37,540
Women's		41	\$351.13		\$58,989
Children's		53	\$218.64		\$36,731
Footwear		36	\$155.02		\$26,043
Watches & Jewelry		69	\$147.05		\$24,704
Apparel Products and Services <sup>1</sup>		81	\$81.75		\$13,734
Computer					
Computers and Hardware for Home Use		68	\$136.73		\$22,970
Software and Accessories for Home Use		68	\$19.49		\$3,274
Entertainment & Recreation		82	\$2,659.91		\$446,865
Fees and Admissions		52	\$322.98		\$54,261
Membership Fees for Clubs <sup>2</sup>		51	\$87.26		\$14,660
Fees for Participant Sports, excl. Trips		56	\$61.80		\$10,383
Admission to Movie/Theatre/Opera/Ballet		54	\$81.55		\$13,701
Admission to Sporting Events, excl. Trips		60	\$35.11		\$5,898
Fees for Recreational Lessons		43	\$56.77		\$9,537
Dating Services		62 73	\$0.49		\$82
TV/Video/Sound Equipment Community Antenna or Cable TV		73 80	\$886.76 \$579.29		\$148,976 \$97,320
Televisions		59	\$95.25		\$16,002
VCRs, Video Cameras, and DVD Players		76	\$19.29		\$3,240
Video Cassettes and DVDs		75	\$44.48		\$7,472
Video Game Hardware and Software		66	\$29.07		\$4,883
Satellite Dishes		144	\$1.64		\$276
Rental of Video Cassettes and DVDs		69	\$30.18		\$5,071
Streaming/Downloaded Video		36	\$0.39		\$66
Sound Equipment <sup>3</sup>		57	\$83.30		\$13,995
Rental and Repair of TV/Radio/Sound Equation	uipment	57	\$3.86		\$649
Pets		104	\$456.83		\$76,747
Toys and Games <sup>4</sup>		72	\$93.76		\$15,751
Recreational Vehicles and Fees <sup>5</sup>		155	\$548.05		\$92,073
Sports/Recreation/Exercise Equipment <sup>6</sup>		69	\$136.25		\$22,890
Photo Equipment and Supplies <sup>7</sup>		82	\$95.40		\$16,027
		74	\$119.88		\$20,140
Reading <sup>8</sup>					
Food		76	\$5,986.37		\$1,005,710
Food at Home		79	\$3,592.52		\$603,543
Bakery and Cereal Products  Meat, Poultry, Fish, and Eggs		80 78	\$491.70 \$831.80		\$82,606
Dairy Products		83	\$426.43		\$139,743 \$71,641
Fruit and Vegetables		73	\$574.45		\$96,507
Snacks and Other Food at Home <sup>9</sup>		80	\$1,268.12		\$213,044
Food Away from Home		72	\$2,393.85		\$402,167
Alcoholic Beverages		60	\$342.82		\$57,594 \$61,441
Nonalcoholic Beverages at Home		81	\$365.72		\$61,441



#### **Coldwell Banker Commercial Southwest**

Shelby Inn 5072 Voelkel Ln, Latitude: 30.020652 Longitude: -96.59766

Fayetteville, TX, 78940 Radius: 3 Miles Site Type: Ring Spending Average **Potential Amount** Index Spent Total **Financial** Investments 97 \$1,400.86 \$235,344 Vehicle Loans 91 \$4,858.51 \$816,230 Health Nonprescription Drugs 114 \$119.24 \$20,032 Prescription Drugs 99 \$543.29 \$91,273 Eyeglasses and Contact Lenses 85 \$64.36 \$10,813 64 \$5,827.24 \$978,977 Mortgage Payment and Basics<sup>10</sup> Maintenance and Remodeling Services 58 \$1,235,50 \$207.564 108 \$449.67 \$75,545 Maintenance and Remodeling Materials<sup>11</sup> Utilities, Fuel, and Public Services 82 \$3,716.74 \$624,412 **Household Furnishings and Equipment** 72 \$100.18 \$16,830 Household Textiles<sup>12</sup> **Furniture** \$374.22 \$62.869 59 Floor Coverings 56 \$48.88 \$8.212 \$260.22 \$43,717 86 Major Appliances<sup>13</sup> 60 \$56.65 \$9,518 Housewares<sup>14</sup> **Small Appliances** 79 \$27.15 \$4,562 \$6.48 \$1,088 Luggage 64 Telephones and Accessories 48 \$21.39 \$3,593 **Household Operations** Child Care 53 \$235.98 \$39,645 95 \$390.62 \$65,624 Lawn and Garden<sup>15</sup> Moving/Storage/Freight Express 82 \$43.98 \$7,388 81 \$587.99 \$98,782 Housekeeping Supplies<sup>16</sup> Insurance Owners and Renters Insurance 88 \$415.03 \$69.725 Vehicle Insurance 78 \$958.87 \$161,090 Life/Other Insurance 85 \$409.10 \$68,729 Health Insurance 90 \$1,730.21 \$290,676 73 \$287.36 \$48,277 Personal Care Products<sup>17</sup> 63 \$70.79 \$11,893 School Books and Supplies<sup>18</sup> **Smoking Products** 106 \$470.27 \$79,006 Transportation \$3,875.96 \$651,161 81 Vehicle Purchases (Net Outlay)<sup>19</sup> Gasoline and Motor Oil 90 \$2,474.36 \$415,693 Vehicle Maintenance and Repairs 80 \$745.07 \$125,171 Travel Airline Fares 51 \$216.05 \$36,296

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

69

49

71

Source: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Lodging on Trips

Auto/Truck/Van Rental on Trips

Food and Drink on Trips

\$292.60

\$18.33

\$316.08

\$49,156

\$3,080

\$53,101



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Shelby Inn 5072 Voelkel Ln, Fayetteville, TX, 78940 Latitude: 30.020652 Longitude: -96.59766

Longitude: -96.59766 Radius: 3 Miles

<sup>1</sup>Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

Site Type: Ring

<sup>2</sup>Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>Sound Equipment includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>Reading includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

15 Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>School Books and Supplies includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



### **Coldwell Banker Commercial Southwest**

Shelby Inn

Shelby Inn

Latitude: 30.020652

5072 Voelkel Ln,

Eungitude: -96.59766

Fayetteville, TX, 78940

Site Type: Ring

Radius: 5 Miles

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Top Tapestry Segments:		Demographic Summary	2009	2014
Prairie Living	49.1%	Population	1,072	1,145
Rooted Rural	31.5%	Households	449	478
Rural Resort Dwellers	19.4%	Families	316	334
		Median Age	45.1	45.8
		Median Household Income	\$42,607	\$45,178

	Median Age Median Household Income		45.1 \$42,607	45.8 \$45,178
	Spending Potential	Average Amount	ψ :=,00:	<b>VIO</b>
	Index	Spent		Total
Apparel and Services	48	\$1,192.21		\$535,302
Men's	47	\$226.54		\$101,715
Women's	41	\$357.64		\$160,582
Children's	53	\$217.84		\$97,812
Footwear	36	\$156.14		\$70,107
Watches & Jewelry	70	\$149.34		\$67,052
Apparel Products and Services <sup>1</sup>	83	\$84.71		\$38,033
Computer				
Computers and Hardware for Home Use	69	\$138.38		\$62,132
Software and Accessories for Home Use	70	\$19.89		\$8,931
Entertainment & Recreation	83	\$2,682.19		\$1,204,305
Fees and Admissions	54	\$336.27		\$150,983
Membership Fees for Clubs <sup>2</sup>	53	\$91.08		\$40,896
Fees for Participant Sports, excl. Trips	58	\$64.06		\$28,761
Admission to Movie/Theatre/Opera/Ballet	56	\$84.27		\$37,838
Admission to Sporting Events, excl. Trips	62	\$36.13		\$16,221
Fees for Recreational Lessons	46	\$60.23		\$27,043
Dating Services	63	\$0.50		\$224
TV/Video/Sound Equipment	74	\$894.84		\$401,783
Community Antenna or Cable TV	80	\$581.73		\$261,199
Televisions	61	\$98.36		\$44,165
VCRs, Video Cameras, and DVD Players	77	\$19.39		\$8,704
Video Cassettes and DVDs	75	\$44.67		\$20,057
Video Game Hardware and Software	66	\$29.06		\$13,046
Satellite Dishes	143	\$1.63		\$733
Rental of Video Cassettes and DVDs	69	\$30.36		\$13,632
Streaming/Downloaded Video	39	\$0.42		\$190
Sound Equipment <sup>3</sup>	58	\$85.22		\$38,262
Rental and Repair of TV/Radio/Sound Equipment	59	\$4.00		\$1,795
Pets	105	\$459.32		\$206,233
Toys and Games <sup>4</sup>	72	\$93.97		\$42,192
Recreational Vehicles and Fees <sup>5</sup>	154	\$544.47		\$244,469
Sports/Recreation/Exercise Equipment <sup>6</sup>	68	\$135.86		\$61,002
Photo Equipment and Supplies <sup>7</sup>	82	\$95.47		\$42,864
Reading <sup>8</sup>	75	\$122.00		\$54,776
Food	77	\$6,037.11		\$2,710,663
Food at Home	79	\$3,619.74		\$1,625,264
Bakery and Cereal Products	81	\$494.37		\$221,970
Meat, Poultry, Fish, and Eggs	78	\$838.59		\$376,527
Dairy Products	84	\$427.77		\$192,068
Fruit and Vegetables	75	\$584.50		\$262,442
Snacks and Other Food at Home <sup>9</sup>	81	\$1,274.52		\$572,258
Food Away from Home	73	\$2,417.37		\$1,085,398
Alcoholic Beverages	61	\$351.72		\$157,921
Nonalcoholic Beverages at Home	81	\$366.65		\$164,628



### **Coldwell Banker Commercial Southwest**

Shelby Inn 5072 Voelkel Ln, Latitude: 30.020652 Longitude: -96.59766

Fayetteville, TX, 78940 Site Type: Ring Radius: 5 Miles

	Spending Potential Index	Average Amount Spent	Total
Financial	ex	ope	
Investments Vehicle Loans	101 91	\$1,454.07 \$4,861.41	\$652,879 \$2,182,775
Health			
Nonprescription Drugs	113	\$118.64	\$53,268
Prescription Drugs	99	\$543.17	\$243,885
Eyeglasses and Contact Lenses	86	\$64.71	\$29,054
Home			
Mortgage Payment and Basics <sup>10</sup>	65	\$5,989.49	\$2,689,281
Maintenance and Remodeling Services	62	\$1,302.41	\$584,780
Maintenance and Remodeling Materials <sup>11</sup>	108	\$448.52	\$201,384
Utilities, Fuel, and Public Services	82	\$3,720.39	\$1,670,453
Household Furnishings and Equipment	92	ψο,1 20.00	ψ1,010,100
Household Textiles <sup>12</sup>	74	\$101.92	\$45,761
Furniture	60	\$386.31	\$173,451
Floor Coverings	58	\$50.85	\$22,830
Major Appliances <sup>13</sup>	87	\$264.12	\$118,589
Housewares <sup>14</sup>	61	\$57.57	\$25,849
Small Appliances	80	\$27.41	\$12,307
Luggage	66	\$6.62	\$2,973
Telephones and Accessories	47	\$21.34	\$9,581
Household Operations			
Child Care	54	\$236.39	\$106,139
Lawn and Garden <sup>15</sup>	95	\$391.92	\$175,973
Moving/Storage/Freight Express	85	\$45.44	\$20,403
Housekeeping Supplies <sup>16</sup>	81	\$590.97	\$265,344
Insurance			
Owners and Renters Insurance	88	\$416.97	\$187,218
Vehicle Insurance	78	\$966.08	\$433,769
Life/Other Insurance	85	\$410.12	\$184,145
Health Insurance	90	\$1,735.23	\$779,117
Personal Care Products <sup>17</sup>	74	\$290.34	\$130,361
School Books and Supplies <sup>18</sup>	63	\$70.92	\$31,843
Smoking Products	104	\$462.34	\$207,590
Transportation			
Vehicle Purchases (Net Outlay) <sup>19</sup>	82	\$3,918.47	\$1,759,393
Gasoline and Motor Oil	90	\$2,464.17	\$1,106,412
Vehicle Maintenance and Repairs	81	\$755.31	\$339,133
Travel			
Airline Fares	54	\$228.67	\$102,674
Lodging on Trips	71	\$301.04	\$135,166
Auto/Truck/Van Rental on Trips	52	\$19.31	\$8,668
Food and Drink on Trips	73	\$323.90	\$145,433

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



#### **Coldwell Banker Commercial Southwest**

Shelby Inn 5072 Voelkel Ln, Fayetteville, TX, 78940

Latitude: 30.020652 Longitude: -96.59766

Radius: 5 Miles

Site Type: Ring

<sup>1</sup>Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>Sound Equipment includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>Reading includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials

12 Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains

<sup>13</sup>Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances

<sup>14</sup>Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

15 Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>School Books and Supplies includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.